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# **Delivering Successful Presentations**

Using PowerPoint to Your Advantage



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# These Techniques Improve Effectiveness

- Content – focus on your audience
- Visuals – use them to enhance understanding
- Slide Layout – tips to improve readability
- Delivery – keep your audience engaged



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# Content

- Answer these questions:
  - Who is my audience?
  - What do they know and what do they **need** to know?
- Write down the key points you need to make – limit to 6 or 8 for best comprehension
- Use PowerPoint to **enhance** understanding – don't confuse slides with speaking notes



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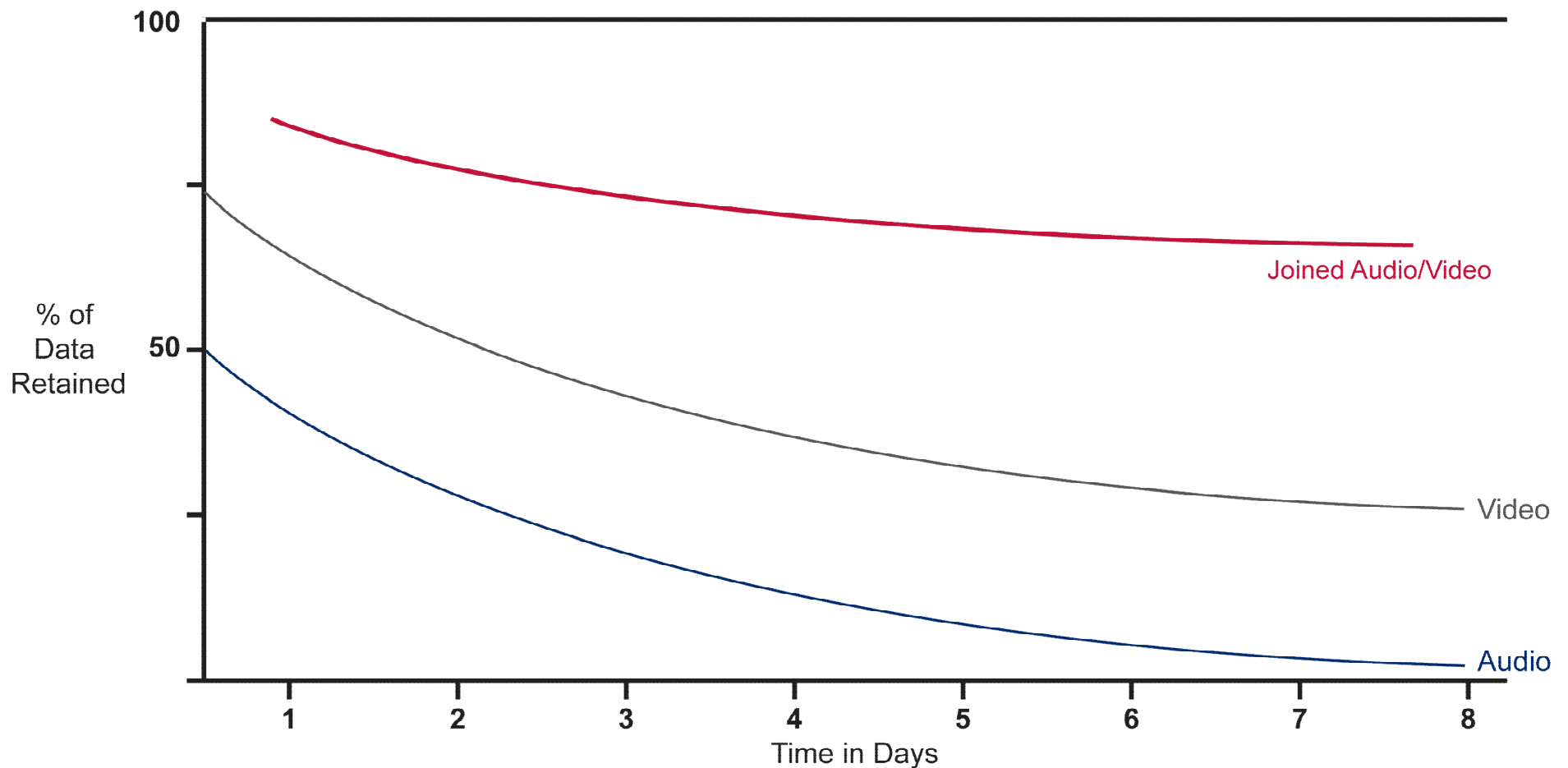
# Visuals

- People absorb information in different ways
  - 7% gather information through listening
  - 38% gather through touching or by movement
  - 55% learn primarily through what they see



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# Audio & Visuals Enhance Retention





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# Graphic-enhanced Visuals are Best



**Spread a layer of  
peanut butter.**



**Add slightly less  
jelly than peanut  
butter.**



**Place together and  
enjoy!**



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# Slide Layout

- Use 36-point font for Titles and 24-point font for subtext
- Fact density
  - 1 point per visual supported by not more than 6 facts



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# Evidence of Poor Construction

- Point 1
- Point 2
- Point 3
- Point 4

Need  
better  
visual







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# Delivery

- Practice, practice, practice
  - You have 3 minutes to gain credibility
- Summarize points – avoid reading the slides
  - Your audience reads faster than you speak



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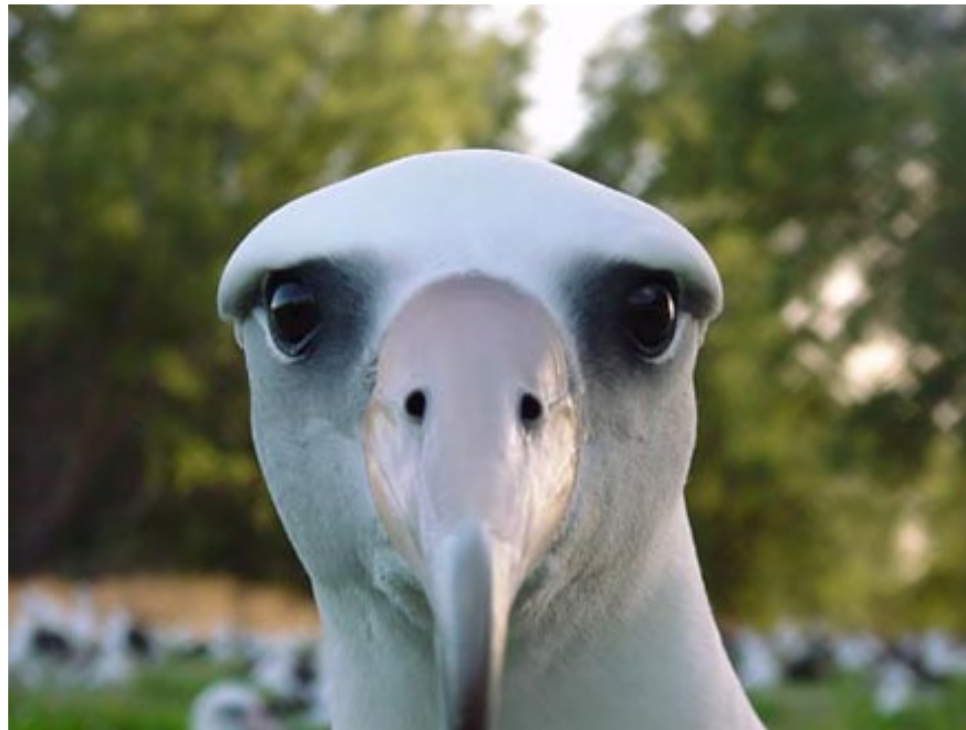
# Delivery

- Use a laser pointer to help prove your point on a slide
- End your presentation with a short succinct summary of your key points



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# Delivery



Make eye contact but don't stare.



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# **By Adopting These Techniques, Your Presentations will be More Effective**

- Content will be focused on your audience's needs
- Visuals will enhance understanding
- Slides will be pleasing to the eye
- Delivery will be more polished